Stop the Pop!

Lately, there's been much controversy about vending machine contracts between schools and soft drink companies. While the contracts provide schools with an additional revenue source, they also enable soft drink distributors to reach youth with their products and marketing messages.

The greatest concern is for how this environment increases the incidence of soft drink consumption. Specific brand endorsements and other marketing tactics, which are often a part of the soft drink contracts, may influence beverage consumption patterns among youth.

Parents, caregivers and school officials should consider how the school environment may increase consumption of soda pop and other non-carbonated beverages, like fruit and sport drinks. These drinks are low in nutritional value and contain sugar and acid. Because the acid and sugar in these drinks work together to attack tooth enamel, over consumption can increase the risk for tooth decay. Drinking too much of these beverages can affect overall health too, as more nutritious beverages are being displaced from the diet because of soft drink consumption.

Help Missouri dentists in their mission to Stop the Pop. Read on. Get the facts. Learn how tooth decay starts, and what you can do to help prevent it and improve the health of today's youth — and your health too!

how decay starts

- Sugar in pop combines with bacteria in the mouth to form acid.
- The acid attacks teeth. Each acid attack lasts about 20 minutes and acid attacks start over again with every sip.
- Ongoing acid attacks weaken the tooth enamel.
- Cavities begin when tooth enamel is damaged.
- Remember! Diet or "sugar-free" pop still has acid that can harm your teeth, and although sweetened fruit and sport drinks aren't carbonated like pop, they too have acid and sugar that can cause decay.

how to reduce decay

Please advise youth to:

- Drink soda pop in moderation. Don't sip on a soda for extended periods of time. Sipping exposes teeth to prolonged sugar and acid attacks.
- Use a straw to keep the sugar away from your teeth. After drinking, rinse mouth with water to dilute the sugar that can cause decay.
- Never drink pop or juice before sleeping, without brushing teeth first. The liquid pools in the mouth and coats the tongue and teeth with sugar and acid.
- Read labels. Regular pop is high in sugar and acid, and diet pop contains acid too. Both sugar and acid are bad for your teeth. Drink water instead of pop. It has no sugar, acid or calories and, it contributes to overall health.
- Get regular dental checkups and cleanings to remove bacteria buildup (plaque). Flossing regularly and using a fluoride toothpaste will also help prevent tooth decay.

Did YOU know?

- Soft drink companies pay school districts large royalties in exchange for the right to market their product exclusively in the schools, which in turn boosts pop sales among kids.
- American consumption of soft drinks, including carbonated beverages, fruit juice and sports drinks increased by 500 percent in the past 50 years.
- Americans drank more than 53 gallons of soft drinks, per person, in 2000. This amount surpassed all other beverages. One of every four beverages consumed today is a soft drink, which means other, more nutritious beverages are being displaced from the diet.
- Today, one fifth of all 1- to 2-year-old children drink soda pop and teens drink twice as much soda as milk as opposed to 20 years ago when they drank twice as much milk as soda.
- A bottle of pop in the '50s was 6.5 ounces. Today, a 12-ounce can is standard and a 20-ounce bottle is common. Larger container sizes mean more calories, more sugar and more acid in a single serving.
- In regular pop, all the calories come from sugar. Soda pop is America's single biggest source of refined sugar.
- In addition to cavities, heavy pop consumption has been linked to diabetes, obesity, kidney stones, heart disease and osteoporosis.

Ensure that your school food and vending services offer nutritious selections. Get the facts. Help reduce dental decay among today's youth.

Stop the Pop!

Learn more: www.modental.org or 573-634-3436.

Acid + Sugar = Trouble

Nutrition Facts
Serv Size 1 Can (regular)

Amount Per Serving
Calories 140
Total Fat 0
Sodium 50mg
Total Carb 39g
Sugars 39g
Protein 0g

CARBONATED WATER, HIGH FRUCTOSE CORN SYRUP AND/OR SUCROSE, CARAMEL COLOR, PHOSPHORIC ACID, NATURAL FLAVORS, CAFFEINE

Regular pop contains both sugar and acid that can lead to tooth decay. And while diet pop is sugar free, it still contains harmful acid.

Nutrition Facts
Serv Size 1 Can (diet)

Amount Per Serving
Calories 0
Total Fat 0
Sodium 40mg
Total Carb 0g
Protein 0g

CARBONATED WATER, CARAMEL COLOR, ASPARTAME, PHOSPHORIC ACID, POTASSIUM BENZOATE (TO PROTECT TASTE), NATURAL FLAVORS, CITRIC ACID

	Acid Amount* (low number = bad for teeth)	Sugar Amount** Per 12 ounces (1 can)
Pure Water	7.00 (neutral)	0.0
Barq's	4.61	10.7 tsp.
Diet 7Up	3.67	0.0
Sprite	3.42	9.0 tsp.
Diet Dr. Pepper	3.41	0.0
Diet Coke	3.39	0.0
Diet Mountain Dew	3.34	0.0
Minute Maid Grape Soda	3.29	11.9 tsp.
Mountain Dew	3.22	11.0 tsp.
Fresca	3.20	0.0
Orange Slice	3.12	11.9 tsp.
Diet Pepsi	3.05	0.0
Nestea	3.04	5.0 tsp.
Surge	3.02	10.0 tsp.
Gatorade	2.95	3.3 tsp.
Dr. Pepper	2.92	9.5 tsp.
Squirt	2.85	9.5 tsp.
Hawaiian Fruit Punch	2.82	10.2 tsp.
Minute Maid Orange Soda	2.80	11.2 tsp.
Coca-Cola	2.53	9.3 tsp.
Pepsi	2.49	9.8 tsp.
Battery Acid	1.00 (yikes)	0.0

*Laboratory tests, University of Minnesota School of Dentistry, 2000.
**USDA: 4.2 grams = 1 teaspoon